

CASE STUDY

Sales Training And Results (STAR)



ABOUT THE CLIENT



Sales Training and Results (STAR) has 20+ years' experience helping salespeople and sales managers refine their selling skills. Fortune 500 and small business clients receive highly customized content, all of which is presented in a compelling and professional-looking manner. Training can be taught by STAR's experienced trainers, or the client may choose to go with a train-the-trainer program that includes licensing STAR's sales training workbooks.

www.salestrainingandresults.com

“Now that we see how good Marketplace is, it's 100% the way for us to go in the future.”

- Bill McCormick,
President & Founder

CHALLENGE

Over two decades, STAR built a very successful curriculum delivered via onsite client training. They were searching for a new delivery method to open up an **additional revenue stream** for the business. But they were unsure of where to start, and what issues or investments would stand in their way.

- Develop strategy for capitalizing on pre-existing content
- Maintain security of proprietary information
- Create new revenue source

PROBLEM SOLVING

Mimeo's Marketplace solution allowed STAR to publish a brand new product line that sales managers can use to teach and coach their sales people. Not only was it branded with the STAR logo, but STAR could **mark up documents** to create a revenue stream, with transactions and billing handled by Mimeo. With Mimeo's 24/7 support, security and ease of use, it was the simplest way for STAR's online storefront to go from zero to hero.

RESULT

- STAR branded customer experience
- New revenue source
- Easy admin function for quick setup and maintenance
- No ongoing STAR IT or billing support required

BONUS - SEE FOR YOURSELF!

STARs public Marketplace:
https://marketplace.mimeo.com/Sales_Meeting_Kits